

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE**

Meeting

Celebrate Mansfield Festival Subcommittee

Monday, July 21, 2014

5:00 pm

Minutes

Present: Betsy Paterson and Millie Brosseau

Staff: Kathleen Paterson and Sarah Delia

1. Call to order

Chair Betsy Paterson called the meeting to order at 5:07 pm.

2. Public comment

There was no public comment.

3. Approve Minutes from June 2, 2014

The Minutes were not approved as there was not a quorum.

4. Review Task List

Activities: Kathleen Paterson said there is room for approximately 130 booths. She has received several applications for activity booths from sponsors, the community, and downtown businesses. The deadline is August 8.

Ms. K. Paterson discussed the options of having the photo booth as in 2013 or hiring a caricaturist who expressed interest in the event. There was more interest in the caricaturist as members noted that there is a large repeat attendance and it would be good to have different activities. **Ms. K. Paterson will contact the caricaturist for an estimate of his services.**

Other activities that are planned include the magician, the balloon artists, spin art, and old-fashioned toys and games.

Advertising: The Parks and Rec ad has been submitted. Ms. K. Paterson now has deadlines for flyers. She will also have new A-frame signs made and new streetscape banners designed.

Food: Sarah Delia is now taking over the follow-up for the food booths as Ilze Taylor will be out of town for a significant portion of the summer

Food vendors who have submitted their paperwork or made a verbal commitment include Domino's, Dog Lane Café, Wing Express, EO Smith Safe Grad, the UConn Dairy Bar, and Sara's Pockets.

Parade: Millie Brosseau noted that she has ten commitments for the parade. **Ms. K Paterson will send out a reminder to previous parade attendees.**

Ms. Paterson will speak to George Thompson to drive his antique fire in the parade.

The subcommittee selected the Grand Marshal. **Ms. K. Paterson will draft a letter inviting the Grand Marshal to participate; Ms. Paterson will sign.**

There was discussion about electric cars participating in the parade. It was understood that they would be under the auspices of the Sustainability and the Transportation Center activity booth.

Set-up: Ms. K. Paterson distributed a draft site plan. The Traffic Authority approved the closure of the roads for the Festival, and asked that the road closure include Dog Lane Road up to the intersection of Royce Circle. The Partnership will rent a 16' x 16' tent, and Friendly Fire will host games at the Dog Lane closure to anchor that end of the street.

The Committee reviewed the site plan and discussed potential locations for the Partnership's "HQ" booth.

Ms. K. Paterson asked for suggestions for the vendor load-in and load-out. Some options may be to design a specific traffic flow pattern, give vendors specific times to arrive and set up their booths, assigning a vendor vehicle pass for each booth, restricting vehicles to one per vendor on-site and requesting assistance from police for traffic control. **Ms. K. Paterson will talk to Sergeant Cournoyer about the best traffic flow for the situation and for increased assistance on the day of the Festival [Done].**

Members also discussed including a statement on the vendor paperwork indicating that failure to adhere to rules may be grounds for ineligibility at future events.

Sponsors: Ms. K. Paterson reported that most major sponsors have renewed their commitment to the Festival.

5. Review Budget

Ms. K. Paterson discussed the budget details, and it was decided that there would be enough funds for the Festival this year.

7. Celebrate Mansfield Weekend

The Advertising and Promotion Committee would like to produce a schedule for Celebrate Mansfield weekend, similar to what we did last year. Items on the schedule include Parks and Rec activities, walks conducted by area organizations, and other activities.

8. Open Discussion

There are two Area Captains assigned so far, Curt Hirsch and Chris Kennedy. Ms. K. Paterson feels that we would need four more Area Captains as this is a much larger area than at the EO Smith site. There were some suggestions as to people who may be appropriate for this task.

Ms. K. Paterson asked for suggestions to designate booth spaces. As the booths are on the road itself, it will not be possible to chalk the lines for booths until Sunday morning as the roads are open to

vehicle traffic until then. Other options were discussed including some type of pylon to designate each booth space.

9. Adjourn

The meeting adjourned at 6:52 pm.

Minutes by Sarah Delia.